

START-UP VISA APPLICATION QUESTIONS

April-May 2022 window

Last updated: 9th May 2022

Application questions subject to change without notice at the Entrepreneurship Institute's discretion.



APPLICATION QUESTIONS

- What is your business's one-line elevator pitch?
- What is your reasoning for starting this business in the UK?
- What is the problem that your business will solve? What is the scale of the problem (1) in the UK and (2) globally?
- Who are your competitors? How else are your target audience solving this problem for themselves (directly or indirectly)?
- How are you differentiated from your competitors? What is your Unique Selling Point or competitive advantage over the competitors identified in the previous question?
- What market research have you done that proves there is a need and/or demand for your business?
- What customer research have you done to validate the need and/or demand for your business idea?
- Who are your target market? Specifically who will you be promoting and selling each of your products/services to in Year 1 of business, and what marketing tools will you use to communicate with them?
- What is your business model? How will your business make money?
- What skills, knowledge or experience do you and your team have that will make this particular business be a success?
- What responsibilities will you personally have within the business and what will your title be? Who are your co-founders and/or the other members of the team and what will their responsibilities be? What will the breakdown of equity be between the co-founders?
- How will sustainability be built into your business?
- What is your estimated cost to set up your business and manage it within the first two years? How will these costs be funded?
- If you are endorsed for a Start-Up visa by King's College London, what do you hope to have achieved during the 2 years of your visa? What are your longer-term goals with regards to visa status once your 2 year visa expires?



(word limits apply)



**ENTREPRENEURSHIP INSTITUTE
KING'S COLLEGE LONDON**

ALEXANDRA WU
alexandra.wu@kcl.ac.uk

 @InnovateKings
 @KingsEntrepreneurship

 kingsentrepreneurship
 KingsEntrepreneurship